

1969

University Seal and Logo History

William E. Engbretson
Governors State University

Thomas W. Greene

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August 18, 1969

Mr. Thomas Greene
Container Corporation of America
38 South Dearborn
Chicago, Illinois 60603

Dear Mr. Greene:

The enclosed material is what we have discussed. It is my understanding that for a fee of \$50. you will prepare one or more artistic conceptions of a proposed Governors State University seal for our consideration.

I neglected to give you our address, which is: P. O. Box 316,
Park Forest, Illinois 60466.

Thank you for your assistance in this matter.

Sincerely yours,

William E. Engbretson
President

saj

Thomas Greene
Container Corporation of America
38 South Dearborn
Chicago, Illinois 60603

August 27, 1969

Dr. William E. Engbretson
Governors State University
Suite 12, 40 Plaza
Park Forest, Illinois 60466

Dear Dr. Engbretson:

As a result of your letter of, August 18, 1969, I have explored several design directions for a seal for Governors State University. I now submit this one which is worked up in comprehensive form.

"Seal" is defined as "any device bearing a design so made that it can impart an impression in relief upon a soft tenacious substance..."

It is my opinion the design meeting this criteria having relevancy to the University should be the unique stylization of a star.

The reasons for this are:

1. The University was founded in 1969 - historically to be remembered for astronomical exploration. *- Trip of lunar module*
2. Stars are: a. Any self-luminous celestial body.
b. A person of brilliant qualities who stands out pre-eminently among his fellows. These people are the University's students.
3. An equilateral triangle is your "star" because the University was founded for three levels of study-junior, senior, and master degree students.
4. The radiating arcs symbolize the mind expanding programs.

This is your star. This is your seal; it should be implemented on envelopes stationary, calling cards, mailing labels, University automobiles, etc.

If you choose my design and wish its implementation I will prepare finished art for designed mark and logotype when I hear from you.

Thank you.

Sincerely,

Thomas W. Greene

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Container Corporation of America
38 South Dearborn
Chicago, Illinois 60603

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Thank you.

Sincerely,

Thomas W. Greene
Thomas W. Greene

*Sorry, I applied to the design which we rejected the lunar module had four legs. I checked after this orig letter was rec'd.
Bill*

MEMORANDUM

TO: Dave Schuelke

DATE: October 5, 1970

FROM: Allene Schnaitter AS

SUBJECT: University logo

I talked today to Mr. Waters at the office of the Commissioner of Patents in Washington, D. C. regarding the registration of our university logo. He said that he would put in the mail for you today the forms necessary for making application to register our seal. One of the first things he asked was if the device was now in use in interstate commerce. I said that it was and he stated that usage was a strong point in establishing your right to a service mark.

He also asked if we had anyone who could come and search to see if there were any similar in use. In the event that we do not have such a search capability, he said that we just take the chance that the device is not already in use. Details regarding the requirements will be included on the application form but these are some of the highlights:

There is a \$35 filing fee.

They will need to have returned:

One application form;

Five specimens of the drawing in use (this would include letter-heads, envelope, stickers, etc.); and

One drawing - on bristol board in black india ink, size 8½"x11".

He also cited a section in the booklet which will be sent - Rule 4.7 on page 22 which gives rules for forms for service mark. In our case, we cross out the name "trade" and insert "service" mark. I believe that there is also some leeway in using their form; that is, we might wish to devise or make adaptations. These last instructions will probably be more clear when you see the application forms. It is fairly likely that we will want to involve our lawyer in the process of registering our logo.

The number I used to obtain this information is as follows: 703-557-3158.

AFS/gg

cc: W. Engbretson

10/16

DEAR DAVE

RETURNING ART

WITH 3 GLOSSY PHOTOGRAPHS

THANKS FOR THE USE

OF IT - I WILL SOON

BE SENDING MATERIALS

ON THE OTHER PROJECT.

Tom.

GOVERNORS STATE UNIVERSITY
INTRAMURAL ROUTING SLIP

To:

____ Ted Andrews
____ Ruben Austin
____ George Brownlee
____ Tilman Cothran
____ Jayne DeLawter
____ Ed Dodson
✓ Bill Engbretson
____ Pete Fenner
____ Clay Johnson

____ Tom Layzell
____ Rudy Martinez
____ Dave Schuelke
____ Keith Smith
____ Chuck Wade
____ Leona Erickson
____ Sue Hoelle
____ Shirley Jackson
____ Mary Ann Wall

From:

Schuelke

Date:

8/4/70

____ Route as indicated and return.

____ Route as indicated and file.

____ For your information; you may retain.

✓ For your information; please return.

____ Take action as noted below

Here is a rough draft of the Tom,
new SEAL story - Photo of the
myself & the seal will accompany the
release. I'm planning to send it to
Tom for his corrections before the
final distribution - Please
insert your comments & corrections,
Thank - Dave

2851 King Drive #402
Chicago, Illinois 60616

November 24, 1969

Dr. William E. Engbretson
Governors State University
300 Plaza
Suite 2
Park Forest, Illinois 60466

Dear Dr. Engbretson:

Enclosed are the roughs we discussed (the thinner mark, the ellipse, the thick and thin mark, and the first mark with type in a circle). Also I have two additional marks.

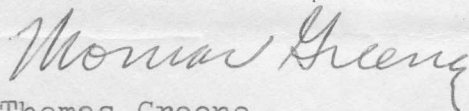
It is my belief the first design is best suited to your use. The even weight of line is the most legible at all sizes; it is the most refined and flowing of the marks.

I learned it is unnecessary for a seal to be in the form of a circle.

There are notes on the backs of the cards.

Thank you.

Sincerely

A handwritten signature in cursive script that reads "Thomas Greene". The signature is written in dark ink and is positioned above the printed name and title.

Thomas Greene
Designer



2851 DR. MARTIN L. KING, JR. DRIVE, CHICAGO, ILLINOIS 60616

February 18, 1970

Dr. Engbretson

Enclosed are revisions in designs as we discussed, and estimated cost for finished art.

The company Meyer & Wenthe inc. has been recommended to me as a major producer of seals in the Chicago area.

Mr. F. N. Bertrand
Meyer & Wenthe Inc.
30 S. Jefferson
Chicago
332-1422

Additional companies may be found under "seals-Notary & Corporation".

May I hear from you?

A handwritten signature in cursive script, appearing to read "FNB".

ESTIMATE

Finished art prepared for reproduction of:

- A. University seal to engraving specifications
- B. Mark to be used as Logo with Logotype listing
st standards, variations, and instructions for use.

Estimated cost for art masters and design: \$300.00 plus
photostat expenses

Type setting to be billed to Governors State University
by the typographer.

Submitted by

Thomas Greene

sign it
"Bill"

5- Send following letter to Tom Greene

Dear Tom:

On Saturday, Feb. 21 the Board of
Governors of State Colleges and Universities
formally approved your design for the
GSU seal and logo. The approval was
unanimous. We will want you to
proceed but would like to discuss
details mentioned in your estimate
of Feb. 18th before doing so. Could we
arrange a visit soon?

Cordially
W.E.

engraving
and type
setting

His motto is, "How functional is the design?" and for the designer of the official seal of the new Governors State University in Park Forest South, Illinois, the seal (pictured above) is "multi-symbolic".

Thomas W. Greene (right) shown with David Schuelke, of the Governors State staff, explains that the needs of an educational institution today must relate to the "various constituencies which it serves". For this reason he believes that a designer must become "philosophically involved" with the subject and source of the design.

Earlier this year the Board of Governors of State Colleges and Universities formally approved Greene's design of the stylistic star superimposed on a circle as the official seal and logo of Governors State University.

When asked what the seal means, Greene suggested many alternatives including references to the circle as being characteristic of the "never-ending" range of knowledge, its "quality of infinity" and its encompassing of man and his environment. The three points of the star emerging from the circle may symbolize for some the need of the university to extend Teaching, Research, and Service to individuals, communities, and nations.

MORE

ADD ONE

All in all, Greene emphasized that the seal of Governors State University should be symbolic of "growth" and "out reach" in step with the characteristic event of 1969 (year of GSU's founding); space exploration and the lunar landing.

William E. Engbretson, President of Governors State echoes Greene's opinions concerning the seal, seeing it as "essentially multi-symbolic in nature, and futuristic in approach".

The seal will be used on all official university publications and documents.

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Governors State University

GSU ARCHIVES

Box 269

Park Forest South, Illinois 60466 (312) 563-2211

(NOTE TO EDITOR: The university seal appears on two corners of this sheet.)

PARK FOREST SOUTH, Ill.--The tripod structure of a lunar-landing module is reflected by the symbol and seal of new Governors State University.

The total impression suggests that the year of the founding of the university, 1969, will be remembered for space exploration, according to President William E. Engbretson.

The official seal's colors symbolically are black and white.

The equilateral triangle was chosen for GSU because the university was founded for essentially three levels of instruction: junior, senior, and graduate school. The surging or radiating arcs symbolize the expansion of knowledge from the initial core mission of the university, the president said.

President Engbretson called the university seal, designed by Thomas Greene of Chicago, actually multi-symbolic:

"Many people see the circle as being characteristic of the 'never-ending' range of knowledge, its 'quality of infinity,' and the 'unity of thought and spirit.'

"The three points of the star emerging from the circle may symbolize for some the need of a university to extend teaching, research, and service to individuals, communities, and nations.

"Conversely, the flow of the same lines inward may represent community influences upon the university.

"All in all, the seal should be symbolic of 'growth' and 'exploration,' in step with the historic event of 1969 (year of the founding of Governors State); space exploration, and lunar landing."





Governors State University

Park Forest South, Illinois 60466 (312) 563-2211

(NOTE TO EDITOR: The university seal appears on two corners of this sheet.)
WASHINGTON, D.C.--The United States Patent Office has issued registration
949,533 for the service mark of new Governors State University.

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IDENTITY STANDARDS
GOVERNORS STATE UNIVERSITY

Thomas W. Greene
Designer

IDENTITY STANDARDS/GOVERNORS STATE UNIVERSITY

I. Master negative of logo sheet:

Important--your master negative should be released only to photo-stat houses for positive copies which can be ordered at any size from half size to twice size. These resulting positives may then be given to artists and printers as required.

II. Usage of logo:

Your logo has been designed in two weights:

- A. Regular (Same weight as your seal)
For use in medium to large sizes.
- B. Semi-Bold
For use in only extremely small sizes.

III. Typography:

The type used with your mark is called the logotype. Your logotype is "Helvetica Medium" set in initial Caps and lower case with tight interletter and interword spacings.

Type should be set for most individual usages. This gives maximum sharpness and clarity of the letter forms. Reliable typographers (not printers) should be used for typesetting.

IV. Usage of logo with logotype:

The logo-logotype relationship should be:

- A. Immediately adjacent to one another for a one line or two line usage as shown on the logo sheet.
- B. Completely removed from one another.

Examples:

- 1. Logotype at top of page, logo directly underneath at bottom of page.
- 2. Logo and logotype on same line but in different columns.
- 3. Logo on cover of brochure logotype on inside front cover.

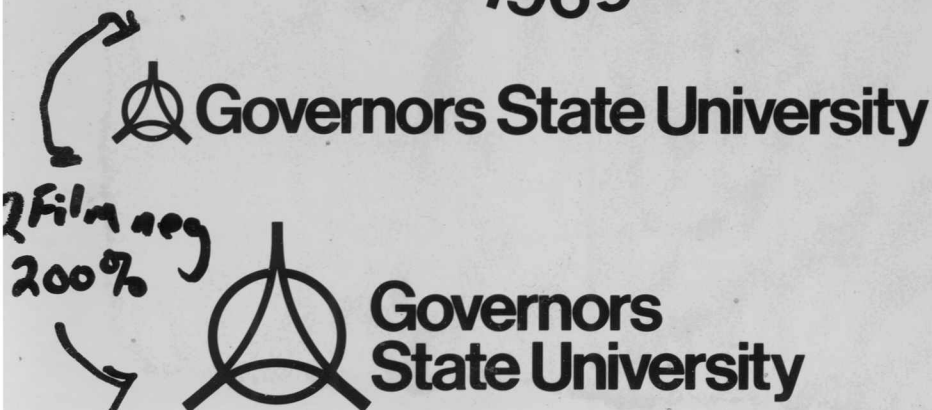
V. These standards are calculated to give Governors State University a high degree of visual consistency and impact while also allowing for creative flexibility in solving individual needs.



1 Film neg
72%
25 dupes
1 Film neg
150%
5 dupes



1 Film neg
200%
←



2 Film neg
200%



Governors State University